

Cross-Selling Optimizer

ABSTRACT

A cross-selling optimization method and system for allocating marketing and selling effort in the cross-selling environment. The computer-implemented method and system optimally allocates resources based on results from data warehousing and data mining methodologies. These methodologies form the basis for collecting information for understanding customer relationships and potential market growth. The method and system preferably uses linear programming to determine the optimal way in which to allocate limited cross-selling resources to marketing various products so that the highest possible return on one's marketing investment (ROI) is achieved. The optimal allocations are quantified through one or more cross-selling opportunities metrics (e.g., the optimal amounts of cross-selling effort to achieve the highest possible ROI).